mapzest

MAPZEST DESTINATION SOLUTIONS

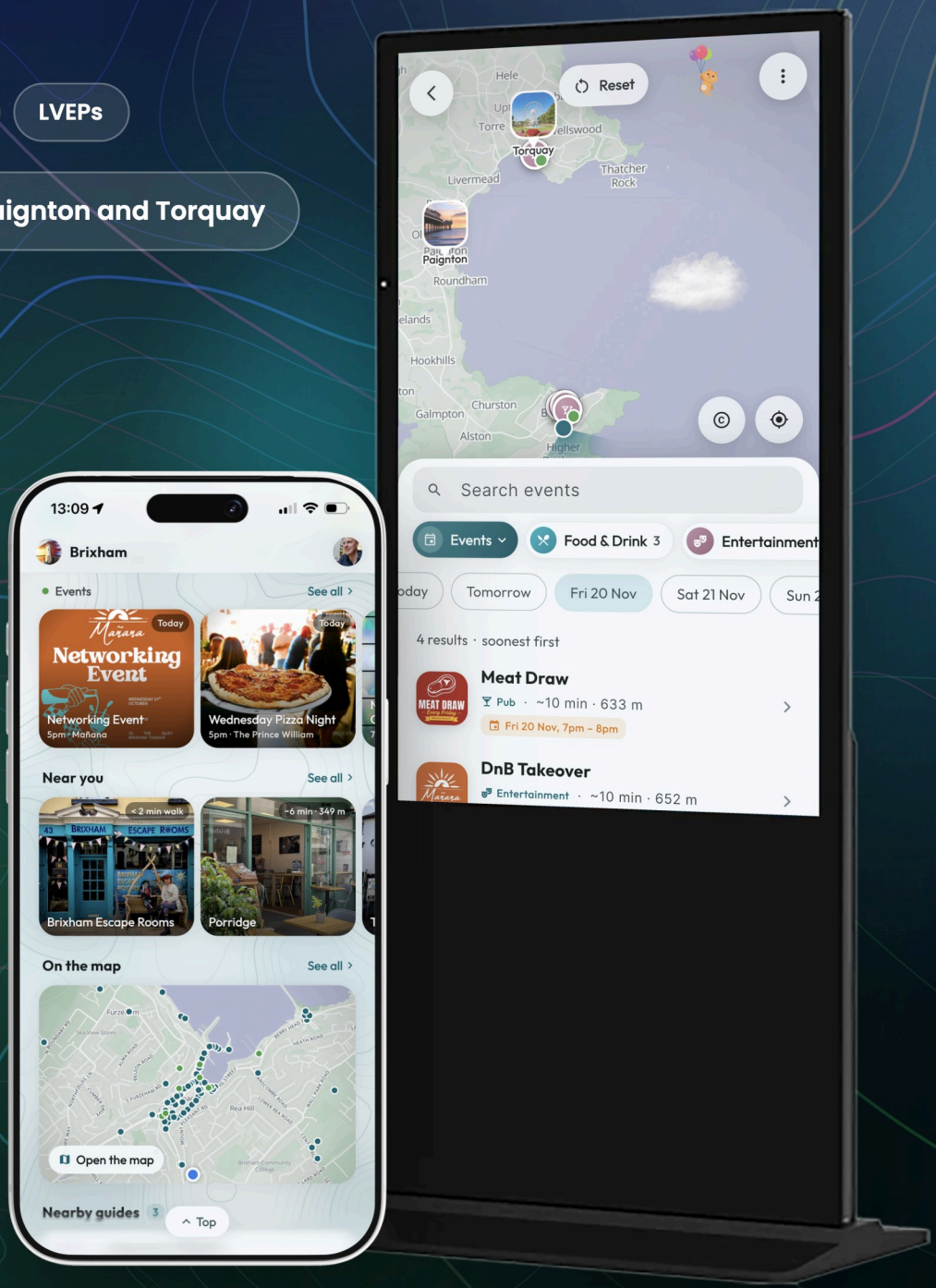
MAPZEST FOR DESTINATIONS

Boost economic activity and community relations

One complete destination ecosystem – an app, kiosks, a website and printed publications that work in harmony, moving people seamlessly from one touchpoint to the next until they're immersed in everything your area has to offer.

Councils | BIDs | DMOs | LVEPs

Live today in Brixham, Paignton and Torquay



WHY MAPZEST

Your destination. Your visitors. Better connected.

One hub. One voice. More footfall – for every business, and a destination that's far greater than the sum of its parts.

Most destinations end up with a patchwork – an app nobody updates, a website run by one team, a kiosk with a different supplier and a printed guide that's out of date before it leaves the printer. Mapzest brings all of that effort together into a single hub, where every business, attraction, venue and community group promotes itself alongside everyone else – and your area speaks with one consistent voice.

App and web

The free Mapzest app on iPhone and Android, and the same guide on the web – no download needed.

Across the public realm

Touchscreens at the harbour, the station, the high street and the visitor centre.

In print

Magazines for the district, an area or a single theme, with QR codes back to the app.

✓ **One source of truth. A café changes its opening hours and it's right in the app, on the website, on every kiosk and in the next printed edition.**

Built for every kind of destination organisation

Councils — A single, always-current guide to the town or district, with wayfinding kiosks in the public realm and printed guides that write themselves.

BIDs — Every levy payer on the map, a busy What's On for the high street, sponsored campaigns and print editions – and visible value at renewal time.

DMOs — Carry your destination brand from the campaign into the visit itself, and generate commercial income from advertising across every channel.

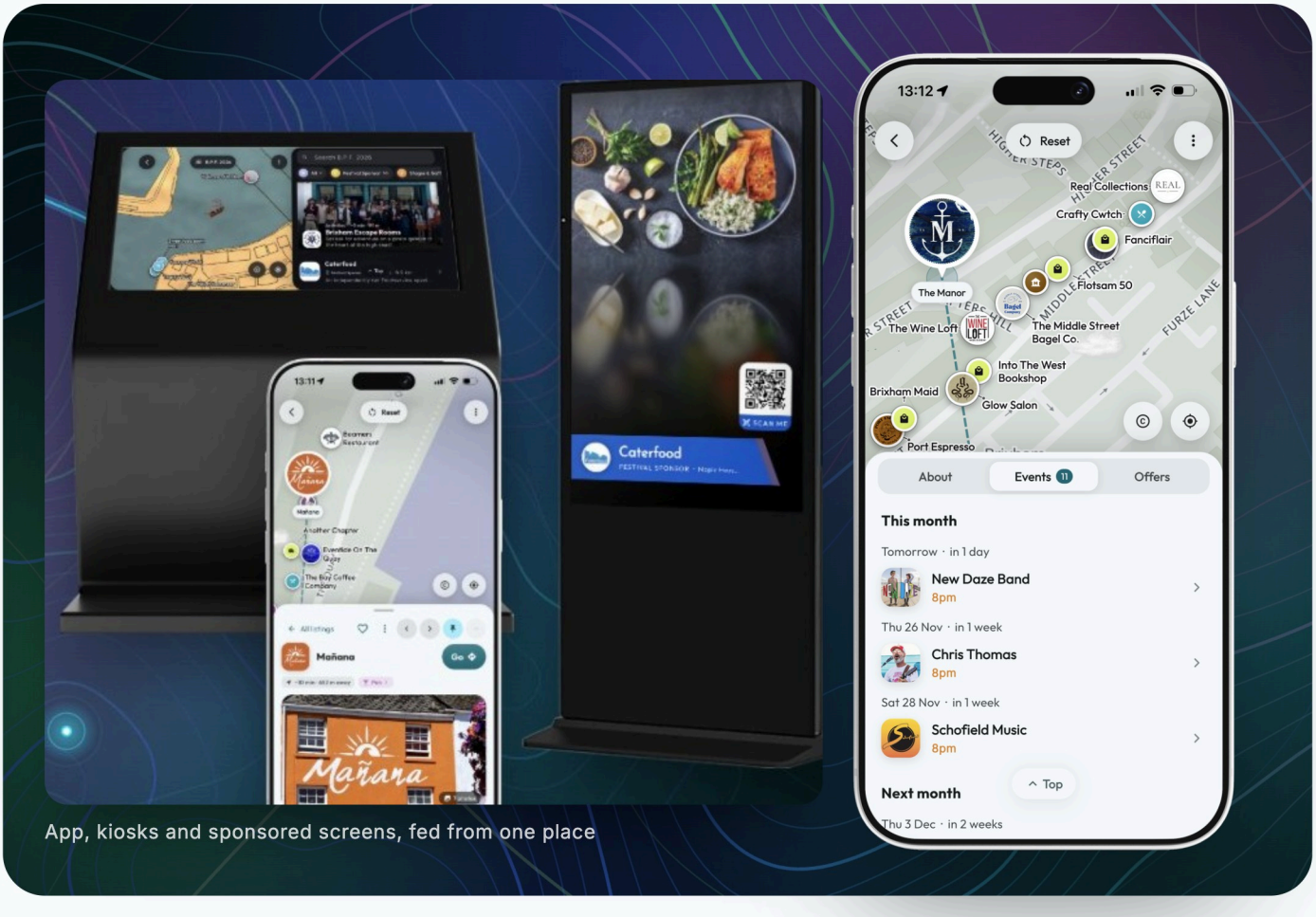
LVEPs — The visitor-facing layer of your Destination Management Plan, with every area in the partnership on one regional map.

See Mapzest for Destinations online mapzest.app/k2fkk →

ONE DESTINATION, EVERY TOUCHPOINT

Every business on the map, not just the big names

A destination is the sum of its businesses, and most guides only ever show the biggest. Mapzest pins every one of them on a live, branded map – and carries them across app, kiosk, web and print.



App, kiosks and sponsored screens, fed from one place

01

Pinned and branded

Pubs, shops, cafés, attractions and services, each with its own logo, photos, events and offers – and businesses can claim and keep their own listings current.

02

Culture, heritage and community

Heritage trails, galleries, artists, community groups and festivals sit alongside the attractions – reflecting the whole diversity of your area.

03

Maps within the map

Estates, parks and resorts get their own detailed maps, entered with a tap – and their own kiosks, restricted to their own content.

We build your guide for you.

In your brand – artwork, colours, fonts and categories – loaded with businesses, attractions, heritage sites and events from the information and spreadsheets you already have.

A living programme for the whole area

Your events are scattered across posters, Facebook pages and venue websites, so visitors only hear about a fraction of them. Mapzest brings every one onto one live programme.



From festival to folk night

Festivals, live music, markets, theatre, sport and community events, searchable by day and category and pinned on the map. More people at more events means longer stays and busier evenings.

Round-ups that sell themselves

TV-style round-ups of what's on today, tomorrow and at the weekend appear in the app, play on your kiosks and can be shared as ready-made posts.

Your area as a feed

VibeCheck brings Instagram posts from connected businesses, venues and community groups, tagged with your chosen hashtag, into one feed – in the app and on your kiosks.

Part of the region, still yours

Every town, village and district keeps its own branded guide, with neighbouring guides one tap away – so a day trip keeps visitors in the ecosystem.

MAPZEST KIOSKS

Kiosks where people need them most

Not everyone downloads an app, and nobody should have to. Your live guide on touchscreens at the harbour, the station, the car park and the town square – still working after the visitor centre closes.



When the festival arrives, the kiosks change with it

An event can have its own themed map, scheduled to take priority on the kiosks you choose – then they quietly return to the everyday guide. And when a kiosk is idle, Autopilot plays through what's on, featured businesses, offers and sponsored campaigns, each with a QR code to take it away.

No engineer visits

No manual switching, no out-of-date screens on Monday morning.

Phone hand-off

A QR code hands the guide on to their phone for the walk there.

One live feed

Fed from the same place as the app, so a late change is everywhere at once.

Supplied by us – or not at all

Indoor and outdoor kiosks, freestanding totems and QR signage, if you want them.

COMMERCIAL VALUE

Advertising that helps fund your destination

Every touchpoint is a place businesses want to be seen. The income can offset the cost of running the platform, fund your next campaign or support the businesses and events that make the area what it is.



REVENUE STREAM 1

Promoted listings in the app

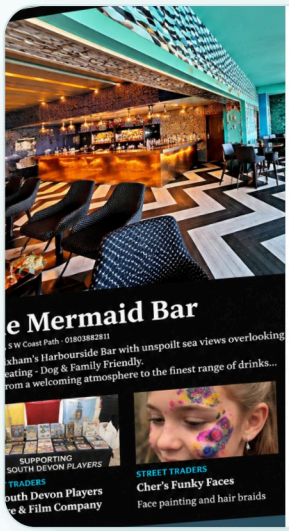
Featured placements, events and offers in the app and on the web – targeted by area, or at people new to the destination.



REVENUE STREAM 2

Sponsored kiosk slots

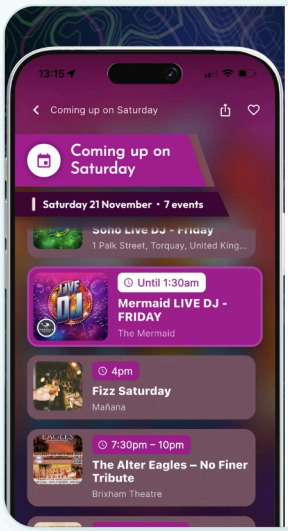
Sponsored slots in kiosk Autopilot, in front of everyone passing your busiest spots – across the destination or just one district.



REVENUE STREAM 3

Adverts in print

Adverts and sponsorships in printed editions, reaching readers who'd never open an app, with QR codes back to the business.



REVENUE STREAM 4

Campaigns that pay for themselves

Content, sponsors, events and offers in one campaign – like a high street's festive magazine, sponsored by its own traders – in the app, on the kiosks, on the web and in print at once.



Packages that match the audience

App only

Promoted listings, featured events and offers in the app and on the web – targeted by area or at people new to the destination.

App and kiosk

Plus sponsored Autopilot slots across the destination, or just the kiosks in one district.

App, kiosk and print

The full ecosystem, with adverts in printed editions. Mapzest flexes around your existing memberships and agreements.

DONE FOR YOU

The full package, handled for you

We work with your team from first conversation to the first visitor through the door.

1

We build your guide

Your artwork, colours, fonts and categories, loaded from what you already have.

2

We bring businesses on board

Businesses and community groups claim listings, add events and offers and connect VibeCheck.

3

Kiosks, totems and print

Optional hardware, plus your first printed editions and campaigns.

4

Evidence your impact

Real usage across app, web and kiosks – for your plan, levy renewal and funders.

All we need from you

- ✓ Your branding and artwork
- ✓ Business and attraction lists
- ✓ Your events programme
- ✓ Where kiosks would help most

Businesses keep their own listings current, so the guide gets richer without adding to your team's workload.

See a real destination running on Mapzest

"We have found Mapzest to be an extremely efficient and well thought out platform that is both easy to navigate and highly effective at promoting local businesses, events and attractions in real time."

Bob Higginson
Owner, The Chart Room First Class Coffee Lounge & Restaurant, Brixham

Brixham, Paignton and Torquay are live today, with hundreds of businesses and events.

Quick answers

Is Mapzest just an app?
No – an app, a website, kiosks and printed publications, all fed from one place and leading people from one to the next.

Do people need to download an app?
No. The guide works on the web, on kiosks and in print; the free app adds favourites, offers and directions.

Does it support our Destination Management Plan?
Yes – it's the visitor-facing part, with usage data to evidence progress on seasonality, accessibility and business engagement.

Can our area sit within a wider regional guide?
Yes. Each town keeps its own branded guide inside a regional map, with nearby guides one tap away.

How does Mapzest Print work?
Choose the area and topics, and a magazine-style publication is laid out from your live content – even on a weekly schedule.

What does it cost?
Every destination is different – let's talk it through. Advertising income can offset much of the running cost.

LET'S TALK

Ready to make your destination shine?

Book a demo and see a live Mapzest destination on your own phone – then let's talk about your area's app, kiosks, web and print.

Book a demo

mapzest.app/2rrw6

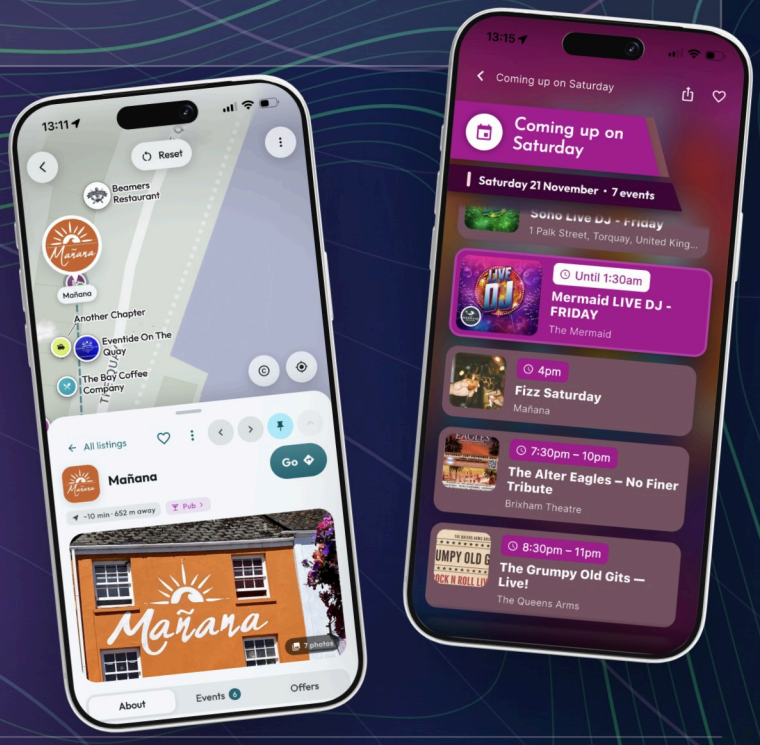
SCAN ME

Get the free Mapzest app

Scan to install Mapzest and explore Brixham, Paignton and Torquay – real destinations, live today.

mapzest.app/g2b34

- App, kiosk, web and print as one
- Every business represented
- Festival maps on kiosks, on schedule
- Print that writes itself
- Campaigns across every channel
- Advertising revenue



mapzest

The visitor experience platform for festivals, exhibitions, resorts and estates, retail and hospitality, and destinations.